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## FUNDING OPPORTUNITY ALERT

# COVID-19 Vaccine Media Campaign Solicitation #20-10810

<b>Purpose:</b>	<p>The California Department of Public Health is seeking proposals for a <b><u>COVID-19 vaccine media campaign</u></b>.</p> <p>The purpose is to create and implement an expedited, consumer tested campaign designed to ensure Californians and key groups who are at high risk for COVID-19, receive timely, accurate and actionable information about COVID vaccination.</p>
<b>Term:</b>	One year, beginning mid January 2021.
<b>Funding:</b>	Up to \$40 million is anticipated.
<b>Anticipated release date:</b>	December 11, 2020
<b>Solicitation information &amp; documents:</b>	<ul style="list-style-type: none"><li>• <b>Solicitation #20-10810</b> and all related documents will be posted to <a href="https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVIDVaccineSolicitation.aspx">https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVIDVaccineSolicitation.aspx</a> upon release.</li><li>• Refer to <b>Solicitation #20-10810</b> for important key dates including a voluntary pre-proposal bidders webinar on Dec. 15, 2020.</li></ul>
<b>Contact:</b>	Please e-mail <a href="mailto:CovidVaccineMediaRFP@cdph.ca.gov">CovidVaccineMediaRFP@cdph.ca.gov</a> . No telephone calls, please.

